



# Device Management Marketing Analysis

Promote your services to boost user adoption via optimized usage of Device Management tools

The training course for the marketing and administration teams focuses on the **various tools** supplied by the Device Management Center for **analyzing** subscribers' handset base, life cycle, characteristics, and how those data enables to better **promote existing services** and to **efficiently plan the introduction of new services**.

## At the end of the training you will:

- > Understand different Device Management scenarios: One shot request, Automatic Device Detection
- > Understand Mobile Network Device Analysis
- > Understand campaign parameterization and reporting

## Who should attend?

- > Marketing Team
- > Administration Team

## Pre-requisites:

- > None.

This course is held in English



## PROGRAM

### Introduction / Overview

- > What is Marketing Analysis?
- > What is OMA-CP?
- > Handset knowledge database
- > Subscribers to be target according to handset capabilities
- > Export from Database
- > Protocols
- > Device Category
- > Networks
- > Practicals:
  - o Different exports formats demo

### Marketing analysis

- > How to capture IMEI in the network
- > Top brands
- > Brand analysis
- > Model analysis
- > Practicals:
  - o How to do the study and analyze report

### Grey Market

- > Grey market devices
- > Stolen devices
- > TAC
- > Optimize Configuration
- > Practicals:
  - o How to analyze and configure grey market devices

### OTA

- > Overview
- > Devices presented
- > SyncML
- > Streaming
- > Capabilities
- > Campaigns Overview
- > Practicals:
  - o Generate different reports and analyze them

